

LAWYERS



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September 10, 2007

VIA ELECTRONIC FILING

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

**Re: Carriage of Digital Television Broadcast Signals: Amendment of Part
76 of the Commission's Rules, CS Docket No. 98-120**

Dear Ms. Dortch:

On Friday, September 7, 2007, Adrienne Byrd of PBS Kids Sprout, Karen Wishart of TV One, Dale Ardizzone of the Inspiration Network, La Familia Cosmovision and i-LifeTV, Jacob Arback of The Africa Channel (via teleconference), Tom Hornish of Outdoor Channel (via teleconference), and Burt Braverman and the undersigned of Davis Wright Tremaine, had meetings with: Commissioner Robert M. McDowell and Cristina Chou Pauzé; Commissioner Deborah Taylor Tate and Amy Blankenship; Rick C. Chessen, Legal Advisor to Commissioner Michael J. Copps; and Commissioner Jonathan S. Adelstein and Rudy Brioché.

The presentations in each meeting focused on the arguments detailed in the joint reply comments filed by seventeen multichannel networks on August 16, 2007. Specifically, the network participants informed the Commissioners and their legal advisors how the Commission's dual or triple must-carry and material degradation proposals would reduce the diversity of television programming by consuming scarce cable system capacity that currently is available to non-broadcast program networks, and forcing the networks onto less widely distributed tiers or off many cable systems entirely. These networks all provide high quality, diverse niche programming targeted to underserved segments of the population that will be harmed if the proposed rules are adopted.

Marlene H. Dortch
September 10, 2007
Page 2

The attached materials from PBS Kids Sprout and TV One were distributed in each meeting. Please contact me with any questions concerning this matter.

Sincerely,

s / Chris Fedeli

Christopher A. Fedeli

cc: Commissioner Jonathan S. Adelstein
Commissioner Robert M. McDowell
Commissioner Deborah Taylor Tate
Rick C. Chessen
Amy Blankenship
Rudy Brioché
Cristina Chou Pauzé

PBS KIDS Sprout is the first and only 24-hour preschool channel featuring all the shows kids love and parents trust such as *Sesame Street*,[®] *Barney & Friends*,[™] *Bob the Builder*[™] and more. We're a place where parents and kids can share everything from singing and dancing to birthday wishes and bedtime stories. So now there's a new way to share the fun of being together.



On TV



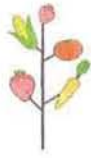
Online



On Demand



Share the fun at SproutOnline.com



Sprout Diner

overview

Welcome to *Sprout Diner*, where you never know who may stop by for a nutritious and delicious daily special! This animated program features the Sprout family (Brussel, Bean and Alfalfa) and favorite Sprout characters set in the storybook world of PBS KIDS Sprout. In each episode, a different character calls in looking for a healthy meal or the perfect snack, and the Sprout family whips up a daily special, like Noddy's Apple Car, Bob's Build-Me-Up Berry Shake or Elmo's Funny Faced Pizza Pies. Through catchy songs, preschool humor and exposure to viewers' favorite characters, children will see that healthy eating can be fun for everyone.

program goals

Sprout Diner introduces preschoolers to the concept of healthy eating. All the recipes used in the program are accredited by KidsHealth, a leading nonprofit children's health organization with one of the most visited sites on the Web, KidsHealth.org.

program type:

Short-form original series.

program style:

Animated.

interactive components:

At SproutOnline.com, parents and preschoolers can download recipes featured on the show, get the nutritional breakdown for each recipe, and even watch episodes of *Sprout Diner*. There are also online games and activities featuring Brussel, Bean and Alfalfa.

vod components:

Cooking segments featuring *Sprout Diner* recipes are available on Sprout On Demand. Real kids and their parents are shown making each dish.

co-viewing components:

Parent and preschooler together choose a dish that they saw featured on *Sprout Diner*. The parent goes to Sprout On Demand and selects the related cooking segment for viewing so they can see how the recipe is made.

response to the show:

Over 130,000 *Sprout Diner* recipes have been downloaded from SproutOnline.com since launch.





The Birthday Show

overview

Sprout celebrates birthdays every day with *The Birthday Show*. Host Kevin reads viewer-submitted birthday cards and presents families with ideas on how to celebrate a preschooler's special day with games, crafts, food and party-planning tips. Viewer-submitted birthday greetings appear on a crawl along the bottom of the screen throughout the program. Real kids and parents are shown demonstrating simple and creative activities in a party-like setting. Some episodes provide cost-effective tips on creating an entire party theme, while others focus on a single activity.

program goals

The Birthday Show introduces to preschoolers the importance of "life-cycle events" by helping families celebrate birthdays in memorable ways.

program type:

Short-form original series.

program style:

Live-action host.

interactive components:

Visitors to SproutOnline.com can get instructions and tips on submitting birthday cards, as well as view select birthday cards submitted by families. Parents and their preschoolers can also get tips on creating a unique and memorable party with games, treats and activities, and even watch a video to see how other parents put the tips into action.

co-viewing components:

Parents and their preschooler watch together to see the birthday greeting they submitted run on the crawl at the bottom of the screen. A select few see their actual card shown on air.

response to the show:

Over 26,000 birthday cards have been submitted to *The Birthday Show* to date.

Viewer response:

"My son just loves to watch Kevin on *The Birthday Show*. We watch it daily and it's always a treat!"





The Good Night Show™

overview

Every night during this three-hour programming block, a different theme is explored, such as food, sharing, imagination and family. Host Nina helps children wind down after a busy day along with Star; the lovable and lively star-shaped puppet; Lucy, an enchanting puppet firefly; and Hush, the goldfish. Each episode of *The Good Night Show*™ features songs, games, stories, stretching exercises for kids, sign language and crafts. The show also weaves in themed programming segments from kids' favorite shows, including *Thomas & Friends*™, *Berenstain Bears*®, *Bob the Builder*™ and *Angelina Ballerina*™.

program goals

The Good Night Show helps parents to wind down their preschoolers at the end of a busy day. New concepts are introduced to children, including sign language, a foreign language (Spanish), and healthy habits (stretching exercises for kids).

program type:

Hosted nighttime program block.

program style:

Live-action and animated.

interactive components:

The Good Night Show section of SproutOnline.com provides preschoolers and their parents another opportunity to explore key activities from the show, including crafts, sign language and stretching exercises for kids. The site includes instructions and photos for the on-air craft segments, video of the stretching exercises for kids and sign language segments, an interactive storytelling experience and games.

co-viewing components:

The show creates opportunities for preschoolers and their parents to jointly participate in activities, such as craft projects, songs, sign language and stretching exercises for kids. Families can submit their crafts for viewing on air; select viewer-submitted crafts are shown each night.

response to the show:

Viewer response:

"My son and I watch *The Good Night Show* every night before bed. It's our snuggle and settle down time. I love all of the craft ideas and wanted to say thank you for putting together such a fun and educational show."





The Many Adventures of Mr. Mailman

overview

Our favorite flat hero, Mr. Mailman, travels around the world to deliver letters and gifts and to visit Sprout friends and family in locations that are as close as the local library or as far as the nighttime sky. Through digital still photography, and the integration of simple props, graphics and a live-action element, Mr. Mailman travels to a variety of locales where he encounters unique local terrain, weather, animals and obstacles while delivering the mail. Mr. Mailman, already a popular character on the Sprout network, also delivers birthday cards each day to host Kevin on *The Birthday Show*. Whatever Mr. Mailman delivers, it is sure to be packaged with laughs, facts and fun. Grab your passport and join *The Many Adventures of Mr. Mailman*!

program goals

Children are introduced to the concepts of travel, new places and geography. Dr. Renee Cherow-O'Leary, Professor of English Education at Teachers College, Columbia University and President of Education for the 21st Century (an educational consulting firm in New York City), acted as curriculum advisor in creating the show.

program type:

Short-form original series.

program style:

Digital still photography and live action.

interactive components:

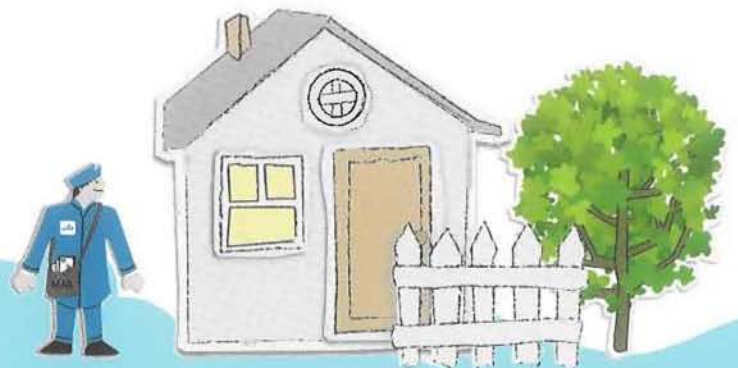
The Mr. Mailman section of SproutOnline.com includes related crafts and interactive games. Preschoolers and their parents can download their own personalized "passport" and a cut-out of Mr. Mailman, and even join Mr. Mailman's Official Travel Club. Interactive games, such as dressing Mr. Mailman for the appropriate weather in the state to which he will be traveling, are also featured.

co-viewing components:

Parents are encouraged to send in from various locales vacation photos of their children with Mr. Mailman that may be shown on television or posted on the website.

response to the show:

Over 42,500 Mr. Mailman Passports and over 14,000 Mr. Mailman On The Road Kits have been created through SproutOnline.com since the premiere of the show.





Sprout Overview

PBS KIDS SproutSM (SproutOnline.com) the first and only 24-hour preschool destination, available on TV, on demand and online for kids ages 2–5 and their parents and caregivers, was created as a partnership among Comcast Corporation, the country's leading provider of cable, entertainment and communications products and services; HIT Entertainment, a leading provider of quality entertainment for young children; PBS (Public Broadcasting Service), the most trusted distributor of award-winning children's programming; and Sesame Workshop, the nonprofit educational organization behind *Sesame Street*[®].

The 24-hour digital channel, which launched in September 2005, is available on digital cable and satellite to 20 million homes. It is distributed by Comcast, Cox Communications, DirecTV, Insight, RCN, AT&T and Verizon. The network's program lineup of 20 different gold-standard, curriculum-based children's shows that air at various times throughout the day includes: *Sesame Street*[®], *Bob the Builder*TM, *Barney & Friends*TM, *Thomas & Friends*TM, *Angelina Ballerina*TM, *Sagwa*TM, *Caillou*TM, *The Berenstain Bears*[®], *Jay Jay the Jet Plane*[®], *Teletubbies*TM, *Dragon Tales*TM, *Pingu*TM, *Make Way for Noddy*TM, *Jakers! The Adventures of Piggley Winks*TM and more.

Sprout is the #1 Kids On Demand service, generating over 110 million orders in 2006. Sprout provides 60 hours of VOD programming each month, including 10 hours of Spanish-language programming (*Plaza Sésamo*[®], *Angelina Ballerina*TM, *Barney & Friends*TM, *Bob el Constructor*TM, *George Shrinks*TM, *Jay Jay the Jet Plane*TM and *Los Osos Berenstain*[®]).

While the Sprout digital channel and the VOD service both meet the needs of preschoolers and their parents and caregivers, each platform provides a distinct benefit. VOD enables children and caregivers to choose the programming they want, when they want it, whereas the 24-hour digital channel provides a variety of material and short-form original programs uniquely designed to follow a preschooler's day from breakfast to bedtime.

Daytime programs feature stimulating and upbeat shows designed to get children moving and active, while evening programming includes soothing, relaxing shows to help them gently wind down after a busy day. Most of Sprout's shows are pared to 5–10 minute segments to match the attention span of a preschooler (with the exception of *Boohbah*TM, *Barney & Friends*TM, *Sesame Street*[®], *Teletubbies*TM and *Caillou*TM), however if families wish to view the longer versions of any program, they can opt for the conventional half-hour or hour programs on VOD.

Sprout provides a limited amount of parent-directed advertising that is confined to the top and bottom of programs on both the digital channel and VOD. Sprout airs under three minutes of advertising per hour, which is considerably lower than the FCC's designated limits, creating a clutter-free setting for advertisers and a content-rich environment for viewers.

PBS KIDS Sprout. All Preschool. All the Time.TM



TV ONE OVERVIEW

TV One is the premier lifestyle and entertainment network for African American adults. Featuring popular sitcoms, critically acclaimed dramas, hit movies, and a unique array of originals featuring reality, relationships, lifestyle, entertainment and public affairs - TV One showcases and celebrates African American culture.

Launched just over 3 years ago, TV One is now available in over 37 million homes (Nielsen April 2007 estimate), and reaches the top 60 African American markets. Among networks launched since 2004, TV One is one of the fastest growing cable networks for both subscribers and ad sales revenue. Our goal is to be distributed on the most widely available level of service offered by cable and satellite providers in markets where African Americans represent a significant segment of the population.

TV One is a venture of Radio One [NASDAQ: ROIA and ROIAK; www.radio-one.com], the largest radio company that primarily targets African American and urban listeners; Comcast Corporation [NASDAQ: CMCSA and CMCSK; www.comcast.com], the leading cable television company in the country; The DirecTV Group; Constellation Ventures; Syndicated Communications; Pacesetter Capital Group; and Opportunity Capital Partners.

Our Audience

TV One connects with African Americans adults who seek programming that reflects their interests and products and services that meet their needs. The TV One target audience represents a market segment that is a greatly untapped revenue opportunity for both cable operators and advertisers. The potential is enormous - as indicated by the following:

- The African American population continues to grow more rapidly than the Total population, from 1990-2011, the nations African American population will grow 33.7 percent compared to 25.4 percent for the Total U.S.
- African Americans are projected to increase their buying power from \$799 billion in 2006 to \$1.1 trillion by 2011 – a 72% gain.
- In 2011, African Americans will account for 61% all minority dollars spent.
- 5.7 million African Americans own their own homes which represents 46% of the African American population, this is a 1.4 million rise from the 1990 Census.
- African Americans between the ages of 35 and 54 have the highest income among African American households – over \$75k annually.
- In the U.S. there are 1.2 million black-owned businesses that generate \$88.6 billion in revenues.

Source: Selig Center for Multi-Cultural Economy 2006,
The Buying Power of Black America 2006 & Census Annual Demographic Survey 2005.



TV One was founded by an impressive roster of industry veterans and powerful partners from cable, entertainment, and finance.

TV One's strong leadership team has the right experience, contacts, and financial partners to ensure the channel's success.

The Partners: TV One's investors include Radio One [NASDAQ: ROIA and ROIAK; www.radio-one.com], the largest radio company that primarily targets African American and urban listeners; Comcast Corporation [NASDAQ: CMCSA and CMCSK; www.comcast.com], the leading cable television company in the country; The DirecTV Group; Constellation Ventures; Syndicated Communications; Pacesetter Capital Group; and Opportunity Capital Partners

The Executive Team: Our executive team is led by Chairman Alfred Liggins, President and CEO of Radio One; President and CEO Johnathan Rodgers, formerly President of Discovery Networks U.S.

Our Promise

TV One promises to provide programming that respects the values and reflects the intelligence of African American adults; TV One helps its committed to help our distribution partners grow new revenue by tapping into new opportunities with the currently underserved African American adult market; and we'll make it easy for you by providing everything you need to get the job done. From compelling programming to new revenue opportunities to turn-key marketing programs, research and partnership-building opportunities -- you can count on TV One to support your goals and objectives every step of the way.



TV ONE CONTACT INFORMATION

Main Address:

1010 Wayne Avenue, 10th Floor

Silver Spring, MD 20910

www.tvoneonline.com

Affiliate Sales & Marketing

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Orlena N. Blanchard Director, Strategic Marketing Phone: 301-755-2849 Fax: 301-755-2833 Email: oblanchard@tv-one.tv	George Lima Director, Field Marketing & Local Ad Sales Phone: 301-755-2844 Fax: 301-755-2833 Email: glima@tv-one.tv
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Antoinette Brown-Leon Regional Director of Sales, WESTERN REGION Phone: 323-692-5345 Fax: 310-979-2281 Email: aleon@tv-one.tv	LaTanya Butler Manager, Local Ad Sales Phone: 301-755-2629 Fax: 301-755-2833 Email: lbutler@tv-one.tv
Stacey Simmons Senior Manager, Affiliate Marketing Phone: 301-755-2845 Fax: 301-755-2833 Email: ssimmons@tv-one.tv	Bryce Adams Sales Coordinator Phone: 301-755-2933 Fax: 301-755-2833 Email: BAAdams@tv-one.tv
Jessica Jones Executive Assistant Phone: 301-755-2832 Fax: 301-755-2833 Email: jjones@tv-one.tv	Diane Norfleet Marketing Coordinator Phone: 301-755-2829 Fax: 301-755-2833 Email: DNorfleet@tv-one.tv
Ashley Ndeble Sales Coordinator Phone: 323-692-5343 Fax: Email: andebele@tv-one.tv	



TECHNICAL INFORMATION

Satellite Transmission

Satellite Signal Information

Satellite:	<u>Galaxy 15</u>	Transponder:	22
Band:	C Band	Downlink Frequency:	4140 MHz
L Band Frequency:	1010 MHz	Virtual Channel Table:	253
Polarization:	Vertical	Virtual Channel Number:	250
Symbol Rate:	29.27	FEC Rate:	3/4

Reception Equipment:

Equipment capable of processing the 29.27 (29.3) Msps at 3/4 Combined (256 QAM mode) as required for reception of TV One's signal. Please see our [Satellite Reception Equipment](#) page for more details.

Technical Assistance:

John Fant: Vice President of Network Operations,
jfant@tv-one.tv

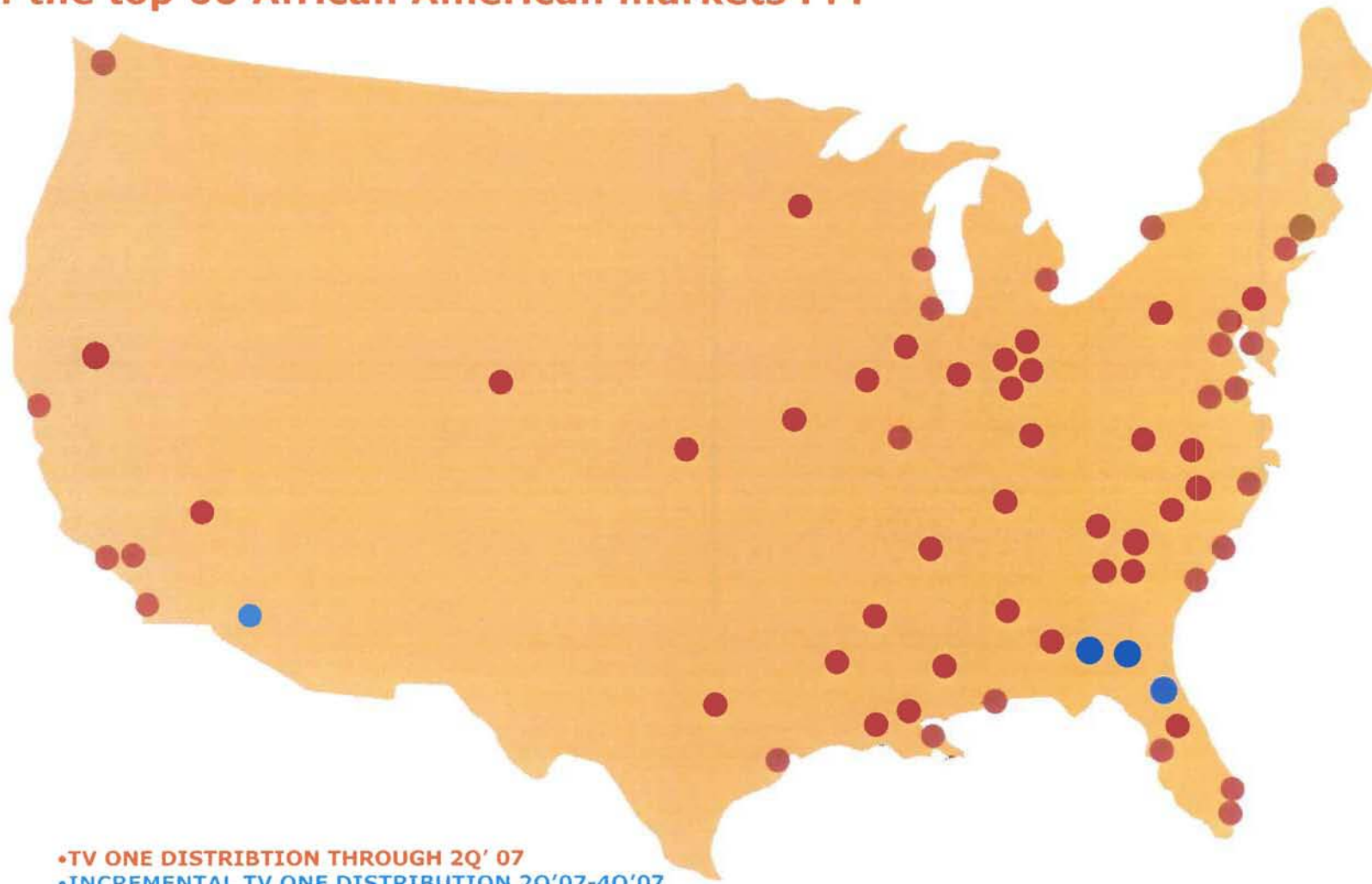
Jay Schneider, Senior Vice President of Operations,
jschneider@tv-one.tv

(256 QAM mode) as required for reception of TV One's signal. Please see our [Satellite Reception Equipment](#) page for more details.

Authorization Hotline:

[Comcast Media Center](#) (800) 426-7790

TV One is carried in over 38 million homes and penetrates nearly all of the top 60 African American markets . . .



Source: Nielsen Media Research 2007

...and penetrates all DMAs nationwide with DIRECTV



QE HH 2006-07

3Q'06	32.6M
4Q'06	33.8M
1Q'07	36.6M
2Q'07	37.9M



Source: TV One Affiliate Sales

Top 60 African American DMAs

TV ONE DISTRIBUTION THROUGH 1Q '07

INCREMENTAL TV ONE DISTRIBUTION 2Q'07-4Q'07

1	New York	21	Tampa-St. Petersburg	41	Sacramento
2	Chicago	22	Richmond-Petersburg	42	Hartford-New Haven
3	Atlanta	23	New Orleans	43	Augusta, GA
4	Washington, DC	24	Jackson, MS	44	West Palm Beach
5	Philadelphia	25	Columbia, SC	45	Charleston, SC
6	Los Angeles	26	Jacksonville0	46	Savannah
7	Detroit	27	Greensboro	47	Macon
8	Houston-Galveston	28	Boston	48	Pittsburgh
9	Dallas- Ft. Worth	29	Nashville	49	Seattle-Tacoma
10	Miami- Ft. Lauderdale	30	Greenville-Spartanburg	50	Tallahassee
11	Baltimore	31	Indianapolis	51	Columbus, GA
12	Raleigh-Durham	32	Mobile-Pensacola	52	Minneapolis- St. Paul
13	Memphis	33	Shreveport	53	Greenville-N.C.
14	Norfolk-Virginia Beach	34	Columbus, OH	54	Myrtle Beach
15	Cleveland	35	Baton Rouge	55	Louisville
16	Charlotte	36	Cincinnati	56	Las Vegas
17	St. Louis	37	Milwaukee	57	Roanoke
18	San Francisco-Oakland	38	Montgomery-Selma	58	Phoenix
19	Birmingham	39	Kansas City	59	Dayton
20	Orlando-Daytona Beach	40	Little Rock- Pine Bluff	60	Denver



Source: Nielsen 2007



TV One features a broad range of lifestyle and entertainment programming focused on African American themes and issues. From classic series and movies to shows about relationships, home design, finance, spirituality, and more - TV One has it all.

Original & Acquired Programs



Sharp Talk with Al Sharpton

A road-show version of Politically Incorrect, Sharp Talk with Al Sharpton travels newsmakers, entertainers and politicians to barber and beauty shops nationwide to join in on raw, unscripted, and non-rehearsed "shop talk" with patrons. From sports and politics to current events and celebrities, Sharp Talk with Al Sharpton tells it like it is! (*Politics*)



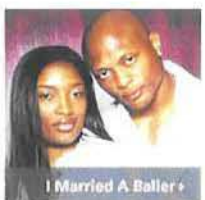
TV One on One

Legendary broadcaster and media mogul Cathy Hughes goes one-on-one with the most influential African American movers and shakers of our time. From political notables like Senator Barack Obama to Hollywood heavy-hitter Jamie Foxx, our host uses her grace and charisma to engage guests in thought-provoking and insightful discussion. (*Interviews*)



Turn Up the Heat with G. Garvin

Chef G. Garvin brings sophisticated simplicity to the kitchen and shows viewers how to turn everyday meals into a culinary experience. With his down home style and ability to break down recipes into their "super simple" essentials, G. Garvin will show you how to cook for family and friends with maximum flavor and minimal effort. (*Cooking*)



I Married a Baller

This is an original TV One reality series about the marriages and careers of African-American athletes and their spouses. The series will offer an up-close and personal glimpse into how these couples maneuver through the fast-paced worlds of fame, fortune and family.



TV One Access

Bringing viewers behind the velvet rope for an inside look at who's who in Black Hollywood, TV One Access is on the scene for the hottest events and gets the inside scoop on the most talked about Hollywood romances, fashions and upcoming projects. TV One Access was developed exclusively for TV One by the producers of Access Hollywood. (*Entertainment News*)



Comics Unleashed

This half-hour comedy series is hosted and produced by Byron Allen especially for TV One. Each show features a panel of four comics who sit in front of a live audience to discuss various topics moderated by Allen himself.



Tom Joyner Sky Show

Loyal listeners of Tom Joyner's nationally syndicated morning drive show have flocked to his local "sky shows" for years. Hosted by Joyner and his radio co-hosts and crew, these one-day-only live broadcasts are staged dozens of times each year from local theater venues in urban centers around the nation. (*Entertainment*)



Divine Restoration

Taking "home renovation" to a higher level, a team of home improvement specialists travels to African American churches throughout the US and Canada to learn about the church's historical role in the community and lead the congregation through a mission-critical renovation and restoration project. (*Renovation*)



Living it Up with Patti LaBelle

The incomparable Patti LaBelle is the ultimate "down home diva"—an international superstar who can still dish it up just like a regular girlfriend! Patti cooks, shops for shoes, and travels while sharing her inside tips along the way while she dishes with fellow celebs backstage and around her kitchen table. (*Style*)



Gospel of Music with Jeff Majors

Jeff Majors and amazing musical performers come together for inspirational discussion and song. Notable guests include soul legend Smokey Robinson, American Idol finalist R.J. Helton, jazz instrumentalist Najee, and gospel superstars such as Dorothy Norwood, Dottie Peoples, and



Vickie Winans. (*Gospel Music*)

Get the Hook Up

Half dating game and half talent show, *Get The HookUp* features three singles competing to win a dream date with an eligible bachelor or bachelorette by demonstrating their skills in three categories: personality, talent and dancing. Co-hosted by popular Washington, D.C. radio personality Russ Parr, and WKYS-FM radio personality Alfredas. (*Relationships*)

All of Us

Loosely based on the lives of executive producers Will Smith and Jada Pinkett Smith, *All of Us* is a heart-warming comedy about a devoted father's struggle to balance work, romance and his endearing son and ex-wife.

Eve

Grammy Award-winning rapper Eve plays Shelly, a hip, young fashion designer trying to navigate her way through love and romance while not losing focus on her career. As part owner of DivaStyle fashion boutique, Shelly's strong and confident attitude make it difficult for her to find love as an independent woman in the 21st century

Boston Public

Receiving two Emmy Award nominations its first season, *Boston Public* explores the personal and professional lives of teachers and administrators working at a mid-size high school in Boston. *Boston Public* uses controversial, topical, and surprising storylines that get viewers talking about the state of education today. (*Drama*)

Good Times

With its focus on ghetto life, *Good Times* uses its own brand of socially-relevant comedy to provide a look inside inner-city America during the turbulent 70's, and the issues facing the families who struggled to rise above discrimination and poverty that defined their lives. During its successful run, *Good Times* was one of the most watched shows on television. (*Comedy*)



Martin

Martin is a popular 90s sitcom centering on a radio-and-television personality named Martin Payne. The series focuses on Martin's romantic relationship with girlfriend Gina Waters, his job changes, and the variety of friends Martin hangs out with along the way: the loud-mouthed and sassy Pam James and his best friends Tommy Strong and Cole Brown. *(Comedy)*



Roc

TV One is proud to bring the highly-respected television series, Roc, back to television. First airing in 1991, Roc portrayed a typical African American family with everyday problems such as parenting and dealing with live in relatives. Charles Dutton stars as the always-practical Roc, a Baltimore garbage man who's proud of his job. *(Comedy)*



In the House

Rap superstar LL Cool J and multi Emmy Award-winner Debbie Allen star in this series about a divorcee and her two kids who share a house with their landlord, an injured football player hoping to make a comeback. *(Comedy)*



New York Undercover

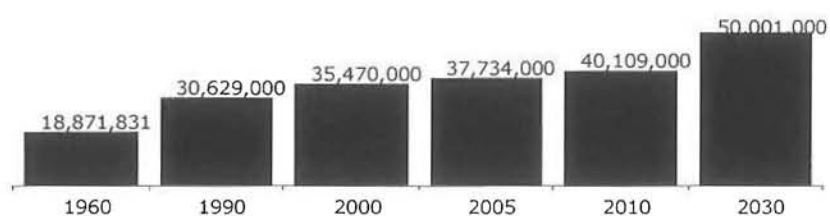
The award-winning police drama, New York Undercover, is a series about two young detectives who work the streets of New York while undercover; investigating various criminal and gang related cases. The realism combined with the various musical performances make this one of the best cop dramas in the '90s. *(Drama)*



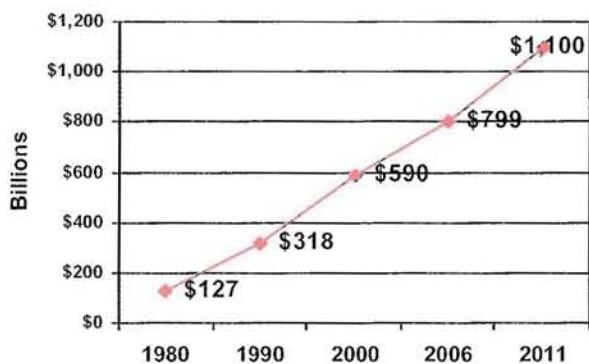
RESEARCH

Population

The African American population represents more than 13% of the total U.S. population and is expected to grow steadily over the next 30 years¹:



Total Spending



In 2011 African Americans buying power is projected to grow by 72% to over 1 trillion dollars.

Source: Selig Center The Multicultural Economy 2006



Spending by Category:

\$68.1 billion cars, trucks & related services	\$2.5 billion entertainment and leisure
\$15.8 billion telephone services	\$151 billion home improvement
\$28 billion retail products and services	\$6 billion transportation, travel, lodging
\$20 billion healthcare	\$58 billion food

Source: The Buying Power of Black America 2006.

The TV One Audience:

With TV One, you are reaching out to adult African Americans hungry for programming that reflects their interests; and for products and services that meet their needs. African American adults ages 25-54 represent some of the highest revenue generating consumers for telecommunications and media services in the home.

- African Americans spend more monthly on cable than any other group*
- African Americans are 36% more likely to subscribe to digital cable **
- African Americans are 48% more likely to have used VOD in the past 30 days**
- African Americans are 24% more likely to upgrade to broadband in the next 12 months **

Our audience presents a largely untapped revenue opportunity for affiliates and advertisers. As the following numbers indicate, the potential is enormous:

- African Americans are projected to increase their buying power from \$585 billion in 2000 to \$921 billion by 2008 – a 57% gain
- 36 million African Americans account for 62% of all minority dollars spent
- 49% of African Americans own their own homes
- African Americans between the ages of 35 and 54 have the highest income among African American households – over \$75K annually
- African Americans represent 20% of television revenue despite being 10% of the television viewing audience

Source:

*State of Broadband Urban Markets VI, Horowitz Associates, Inc.

**Scarborough USA + 2004 Release 2. August 2003-September 2004.

Data specifically reports comparison of African Americans age 25-54 relative to the general population

Penetration Among African American Homes

Cable	60%	DVR	20%
Digital Cable	25%	TiVo	4%
Satellite	18%	HDTV set	33%
Internet	50%	HDTV service	25%
Broadband	24%	SVOD	35%
		FOD	52%
		Movies on Demand	62%

Source: State of Broadband Urban Markets VI, 2005



LOCAL AD SALES

TV One: A Premier Destination, A Prime Opportunity

TV One is the premier television destination for African American adult viewers. TV One offers a variety of relevant lifestyle and entertainment programming focusing on African American themes and issues, giving advertisers a prime opportunity to target this powerful audience.

Position and package TV One's lifestyle and entertainment programming with networks of similar programming genres or comparable demographics, and help your advertisers tap into a valuable consumer group.

Make the Connection!

Viewers Demand More...

African American adults want more from cable TV programming. TV One offers a programming environment intended to embrace the diverse African American lifestyle with shows featuring food, family entertainment, finance, fashion & beauty, home design, community & culture, celebrity fare, news & public affairs, documentaries and movies.

Advertisers Want More...

TV One provides a whole new opportunity for local advertisers to reach African American adults 25-54. Make TV One a part of your sales packages and give local advertisers what they want . . . more customers who are ready and able to buy!

TV One Delivers...

Finally, with TV One, African American viewers have a better programming choice, and local advertisers have a destination where they can tap into high-revenue consumers. TV One delivers lifestyle and entertainment programming designed to appeal to the discerning African American viewer. Advertisers and affiliates can leverage TV One's turnkey marketing support to maximize exposure in front of this dynamic market segment. TV One delivers an influential audience and unique packaging options designed to generate incremental revenue and maximize your client's local cable advertising dollars.

Local Avails: 2 minutes of local avails per hour



Here are some important statistics regarding African American television viewing:

- African Americans watch 74.4 hours per week with an average of 40% more television than any other group.
- African Americans have the highest buying power of any minority group at \$700 billion, up 73% since 1990.
- A Yankelovich 2002 study shows African Americans income increasing 60% faster than that of white households and that one out of every six households with incomes over \$100,000 is African American.

For more information on local ad sales insertion on TV One, contact:

LaTanya Butler
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TV One
1010 Wayne Ave, 10th Floor
Silver Spring, MD 20910
LButler@tv-one.tv
301-755-2926 (p) 301-755-2833 (f)



TV One Local Ad Sales Promotional Opportunities

TV One promotions have been developed with your business needs in mind, designed to attract new advertisers, demonstrate the value of cable advertising and generate incremental ad sales revenue.

Get the 411 on TV One: Black Achievements - Evergreen

Black History Month is all year long on TV One. TV One offers a series of profiles recognizing African Americans who have made outstanding contributions to American culture and society. The 30-second Black Achievement profiles are part of TV One's ongoing interstitial campaign, "The 411 from TV One," which offers important tips and information in areas such as health and nutrition, personal finance and technology.

Promotion Elements:

- Get the 411 from TV One: Black Achievements (:23/:07)
 - Ralph Bunche; Nobel Peace Prize winner
 - Alex Haley; "Roots" author, Pulitzer Prize recipient
 - Althea Gibson; 1950s Grand Slam tennis champion
 - Maya Angelou; author, poet, historian and civil rights activist
 - George Washington Carver; agricultural chemist and educator

G. Garvin's Food, Family & Fun Sweepstakes - July 1 – July 29, 2007

Food, Family and Fun is the recipe for 10 weeks this summer as TV One captures the meaning of family in the Black community through the spirited cooking of Chef G. Garvin. Viewers enter to win a grand prize trip for a family of 4 to the Black Family Reunion celebration in Orlando, FL. Local prizes will also be awarded including a TV One Backyard BBQ prize pack.

Promotion Elements:

- Turn up The Heat with G. Garvin Backyard BBQ (:20/:10)
- Point of purchase materials

TV One Goes Hollywood - January 1 – February 28, 2008

Brings viewers all they want to know about what's on the screen and behind the scenes of Hollywood. The TV One Goes Hollywood promotion puts local advertisers in the spotlight and gives their customers the chance to see the stars and be a star!

Promotion Elements:

- Taggable promotional spot
- Taggable trivia vignettes featuring Kim Coles
- Retail static clings
- Online banners and buttons with link to promotional micro site
- Promotional planner

For TV One promotion details, log on to www.TVOneaffiliates.com



Local Advertising Insertion Details

TV One will accommodate local ad insertion by transmitting digital cue triggers, which will allow digital satellite receivers to generate one or both of the following:

CUE TONES

Digital head-end equipment and IRDs will internally generate cue tones based on digital cue triggers transmitted by TV One. Balanced cue tone audio (+, - and ground) is available on the "cue tone" terminals on the rear panel of this equipment. TV One will use the following cue tones to trigger local commercial insertion 6 seconds in advance of each event:

Function Cue Tone Sequence

Start of Local Commercial Break 111*

Return from Local Commercial Break 111#

RELAY CLOSURES

Several digital satellite receiver models (including the Motorola DSR-4500x, Motorola DSR-4520x and Motorola MPS) are capable of providing a Form-C relay contact closure upon receiving digital cue triggers transmitted by TV One. Access to the relay contacts is available on the "Relay" terminals on the rear panel of this equipment. TV One will trigger the receiver's relays 6 seconds in advance of each event as follows:

Function Relay Closure Type Duration

Start of Local Commercial Break Relay #1 Momentary 1 sec.

Return from Local Commercial Break Relay #1 Momentary 1 sec.

Although satellite reception equipment factory settings should facilitate proper relay operation, additional configuration may be required. Relays should be set to Auto in the equipment's configuration set-up menu (typically found in the EXT HARDWARE menu screen). Relays set to Normally On or Normally Off will not operate properly.